

THE FACTS OF LICE

by Full Marks



Your handy
guide to
beating
head lice



So you've spotted your little ones scratching their heads and you don't think it's a maths puzzle that's causing it.

Don't panic!

Head lice are really common and treating them is easy.

What are head lice?

- Head lice are tiny, harmless insects around the size of a sesame seed.
- They like to live in hair close to the scalp because they need to keep warm to stay alive.
- Head lice have been making pests of themselves for thousands of years – so if you are one of the three million people affected in the UK every year (they especially love school children) you're not alone.
- Now you can lose the louse in just ten minutes. So it's really nothing to worry about.
Read on to find out more...



TOP TIPS

1 Make a regular head check part of your weekly family routine – you could do it on a Sunday night, or on a Friday so you can treat them over the weekend.



2 It's easier to spot white eggs and dark lice against a pale grey coloured comb such as Full Marks Detector comb.

3 If you find head lice on your child, check the whole family as they are no respecters of age or authority, and tell everyone your child has been in contact with.

4 Head lice don't always make you itch, especially when they are first in residence, so regular checks are essential.

5 You can't get rid of head lice with normal shampoo – they can survive underwater for hours.



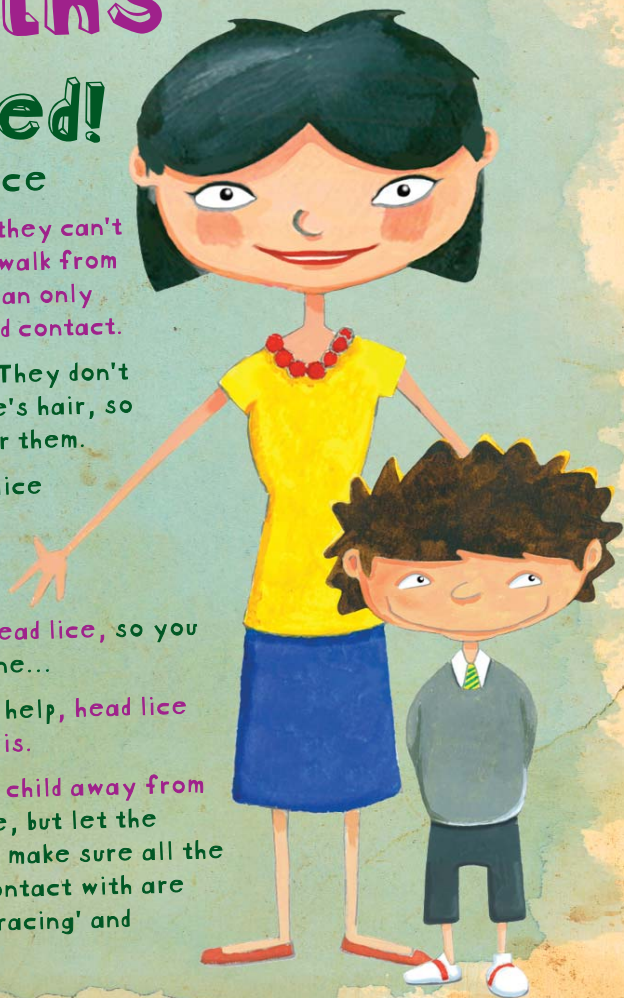
6 The best way to evict head lice is to use a quick acting treatment like Full Marks Solution at bath time. It doesn't smell horrible and applying it is easy and fuss free. You might even manage to treat the kids without them realising as it only takes 10 minutes!

7 Repeat the treatment after seven days, to make sure that you break the life cycle of the louse and kill off any newly hatched lice.

The Myths explained!

The truth about head lice

- They are lazy little critters - they can't jump, swim or fly. They simply walk from one head to another, so they can only spread through close, prolonged contact.
- Head lice aren't just for kids. They don't mind setting up home in anyone's hair, so everyone should watch out for them.
- Not everyone who gets head lice will itch and it's perfectly possible to have them and be completely oblivious.
- Animals don't get or pass on head lice, so you can't blame the dog for this one...
- Keeping your hair short won't help, head lice don't care how long your hair is.
- There's no need to keep your child away from school if they catch head lice, but let the school know so that they can make sure all the children they have been in contact with are told. This is called 'contact tracing' and schools know the drill.



What's the best way to treat Head Lice?



1 DETECT Use a grey comb such as a Full Marks detector comb to make head lice and their eggs easier to spot. Only treat your family if you find a live head louse on the head.

2 TREAT When you discover head lice, you'll want to get rid of them as quickly as possible – so opt for a treatment like Full Marks Solution which works in as little as ten minutes. The range is free from pesticides and works by coating lice in a substance that makes them dehydrate, shrink and die. Head lice can't build up resistance to Full Marks Solution, and it is suitable for people with asthma and sensitive skin.

3 REMOVE Get rid of any head lice and eggs that have still attached themselves to the hair even once you've treated them by using a comb with fine metal teeth. A free removal comb is included in every Full Marks Solution pack.

For more advice on treating head lice, speak to a healthcare professional – a staff member at your local pharmacy or a doctor or nurse at your GP surgery or visit www.headlice.co.uk



Where to find more information



Go to www.headlice.co.uk for more information about head lice detection, treatment and removal, as well as:

- Find out what other parents think about Full Marks Solution and why they trust it.
- Get a head start on keeping the kids entertained with our 2 for 1 offer on great days out, with over 40 exciting attractions to choose from.
- Full Marks Solution and Full Marks combs are available from most pharmacies and supermarkets.
- Visit the kids zone to give the kids the low down on lice and help dispel the myths about them.

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